The growth of remote learning means that all learners now have a wider range of educational opportunities available to them than ever before.

It is no longer enough to simply create leads at the top of the enrollment funnel. With students considering a range of options, a strategic, timely and personalized communications plan is essential to help guide them through the process to enrollment.

**It’s all about the combination of people + data**

Choosing a college is a huge decision, one which even today’s digital-first students are unlikely to make without a personal level of support and advice. At Blackboard, we interrogate data to provide insights and use technology to add scale to the enrollment plan, whilst always ensuring that the human element of student service remains front and center.

**Strategic Planning**
What’s the best way to contact students? When and with what frequency? And how should messaging evolve through the funnel? Our team uses data to provide a clear contact plan for your institution.

**Data and Technology**
Adding scale to your contact plan is essential for enrollment growth. We use data to unlock insights, then deploy personalized engagement campaigns at scale via students’ preferred channels—including SMS, chat and email.

**Quality Coaching**
Our Enrollment Coaches work as an extension of your team to maximize conversion and yield rates, execute the contact plan, and proactively guide students through the enrollment process.

**Flexibility and Optimization**
“One size fits all” works well for vendors, but not for institutions or students. We tailor our solutions to your unique needs—including scaling support during busy times of year—and optimize our approach regularly to achieve the best results.

By combining enrollment coaching with strategic research and marketing, Rutgers Online exceeded their enrollment goals and achieved a **4.8x ROI!** [Read more.](#)
More than just short-term enrollment growth

Blackboard Enrollment solutions offer a wide range of benefits to help you achieve your strategic growth goals.

**Improved Student Experience**
Enrolling to higher education can be stressful for a lot of students. Having experienced coaches to guide them through the process provides a simpler experience and means they start their academic journey on the right foot.

**Data, Analytics and ROI**
By providing full transparency on data and analytics, with Blackboard you know not only what is working today—but also what trends and learnings you can leverage to grow enrollment in the future.

**Quick Implementation**
The world of higher education is in constant change; we can work to a short timeline to implement enrollment support, without sacrificing the necessary strategic steps to ensure success.

**Training and Development**
Our Coaches aren’t an outsource option, they work as a true partner and extension of your team. We provide the necessary training and support to upskill staff and ensure students are always getting the best service.

We’re proud to partner with great institutions

We help a wide range of institutions to improve their enrollment conversions, including program specific colleges and community colleges.

**Kentucky Community and Technical College System**
Working with the 16 community and technical colleges that form the system, Blackboard helped KCTCS improve their enrollment conversion rates for adult learners. Across 2019 and 2020 we achieved:

- **43%** application-to-enrolled student rate
- **220%** ROI
- **1.6** average additional credits for students who worked with our enrollment coaches

Grow your enrollments, improve your ROI and provide a great experience for your prospective students.

LEARN MORE AT BLACKBOARD.COM/ENROLLMENT